



**As-Salamu Alaykum! UMMA Life
Safe and halal internet space
for the Muslim community.**



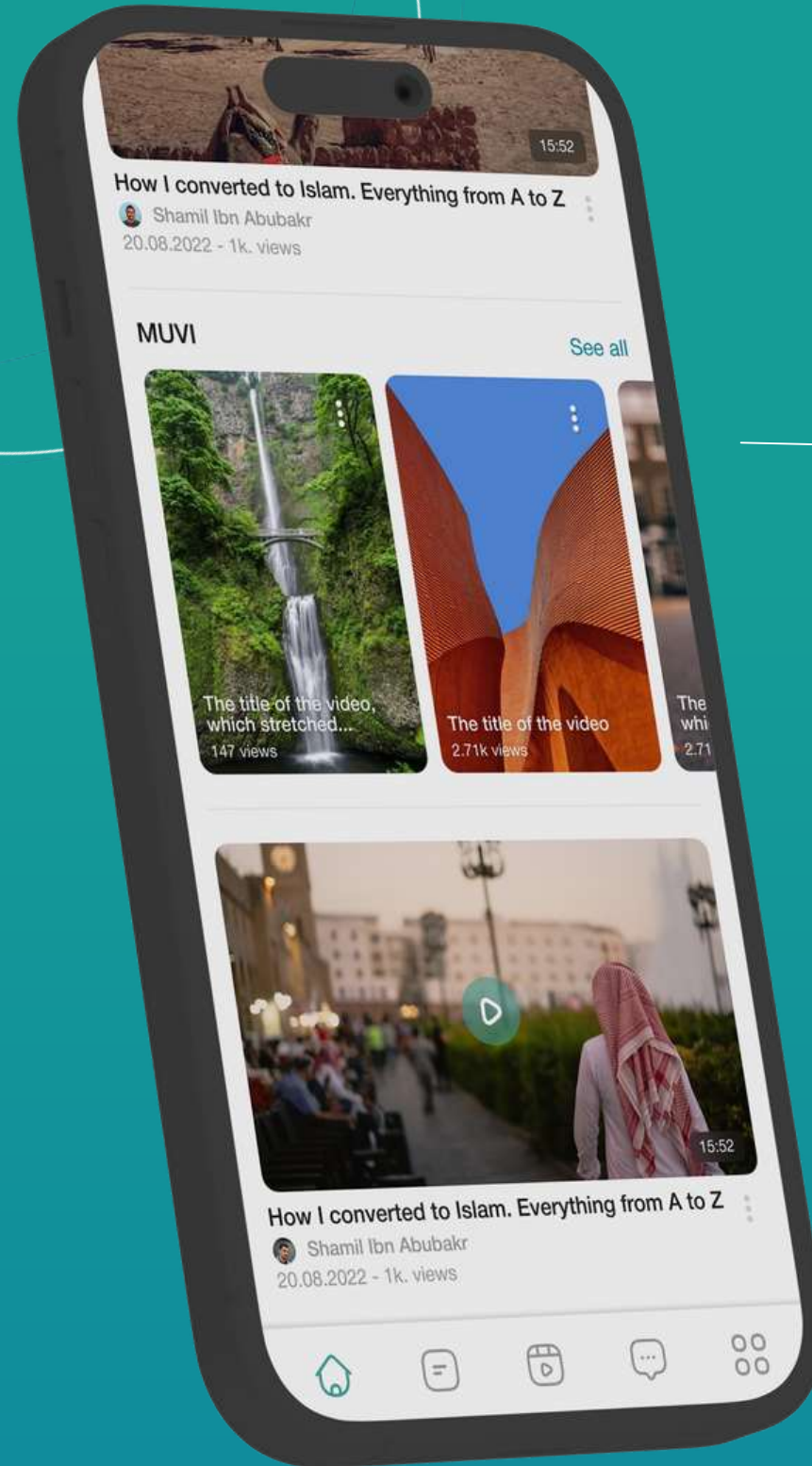
01



UMMA Life's Mission

Our mission is to create a safe online space that aligns with Sharia norms.





MUSLIMS

Muslims constitute an integral part of the online audience, accounting for over a quarter of the world's population.

وَسَلِّمْ عَلَيْهِ
عَلَيْهِ وَسَلَّمَ

Their way of life is guided by the Sharia (Islamic constitution), a set of norms and rules based on the Quran and the life of the Prophet ﷺ, known as the Sunnah.



Believers require a unique online space where they can engage in halal blogging, business, and education without violating Sharia norms. UMMA Life also encompasses a matrimonial agency, its proprietary token, and its own cryptocurrency exchange.

Challenges Faced by Muslims on the Internet

According to a social survey, the main issues encountered by Muslims in the general online space were identified.

16%

Tired of aggressive transgender and LGBT propaganda.

8%

They experience anxiety because they spend a lot of time on useless content selected by social network algorithms.

36%

Survey participants are confident that most social networks do not ensure user data confidentiality.

40%

They responded that, since the regulations of social networks contradict Islamic values, they often encounter content they don't want to see.



Internet Space in Accordance with Sharia Norms

Believers must safeguard their gaze from 'aurat' and maintain the purity of their thoughts, avoiding unethical advertising and propaganda. In Islam, the use of 'nasheeds,' bird songs, and the city's noise as sound accompaniments is permissible, while the use of music is prohibited.

The presence of a third party during introductions and interactions between men and women is necessary.



UMMA Life's Mission

Our mission is to create a safe online space that aligns with Sharia norms. We aim to unite the intellectual and economic potential of the Muslim Ummah to build a halal digital space where Muslims can earn and thrive in accordance with Sharia law.



UMMA Life's Goals

- Protection from haram and unethical content.
- Uniting the Muslim community.
- Upholding religious norms and values.
- Initiating benevolent projects for societal progress.
- Advancing businesses on social media for Muslims.
- Education and development in accordance with Islamic values.
- Improving the status of the Ummah by providing a halal online space.



UMMA Life Social Network

The creation of the Umma Life social network is a response to the needs of Muslim individuals and all supporters of traditional values in the realm of online technologies.



02



UMMA LIFE Features

To provide co-believers alternative solutions, taking into account all the crucial nuances of the everyday life of the faithful.





Security Above All

The transition to Web 3.0 enables developments in data decentralization. All our chats are encrypted using the AES-256 standard, making their content accessible only by logging into a user's account using their username and password.

In our message processing centers, the content is displayed as a set of random characters, and this is what malicious actors will see if they attempt to access the conversation.

Gender Segregation

In Umma Life, communication is only possible with individuals of the same gender or with verified relatives (men and women can still follow each other).





Content Regulation

Content is curated based on the interests and queries that are most frequently searched in the search engine.

When publishing text, hashtags are generated by built-in artificial intelligence, facilitating the reach of a potential audience.



Assistance on the Religious Path



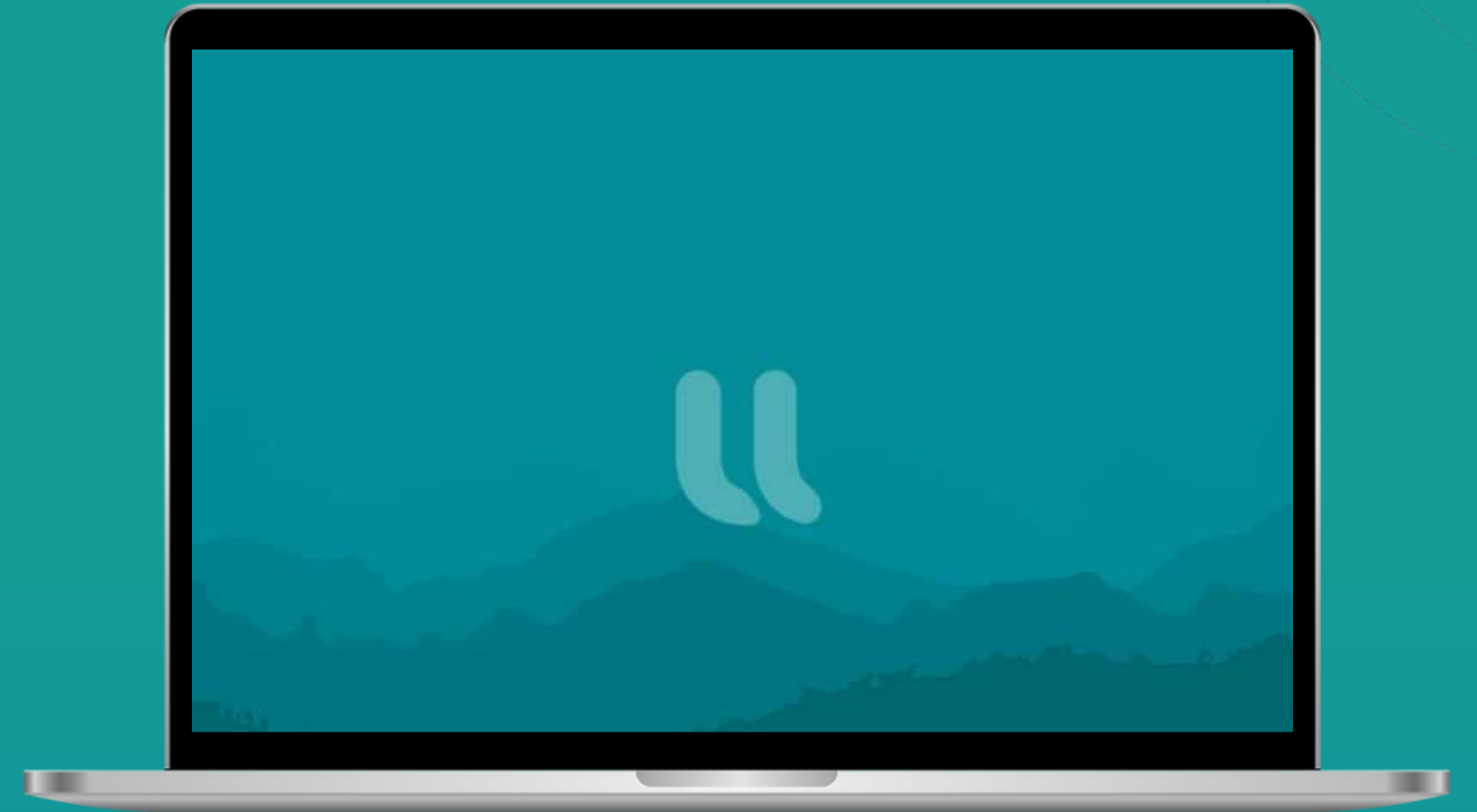
On the general feed, a personal reminder appears about the approaching prayer times, morning and evening azkar.

Guardians of Ummah

Order in the social network is maintained by the Guardians of Ummah. The Guardians of Ummah are specialists who have passed a selection process and undergone our special training.

They have the authority to hide any content, warn violators, or in extreme cases, ban a page, passing the matter for review to the social network's administration.

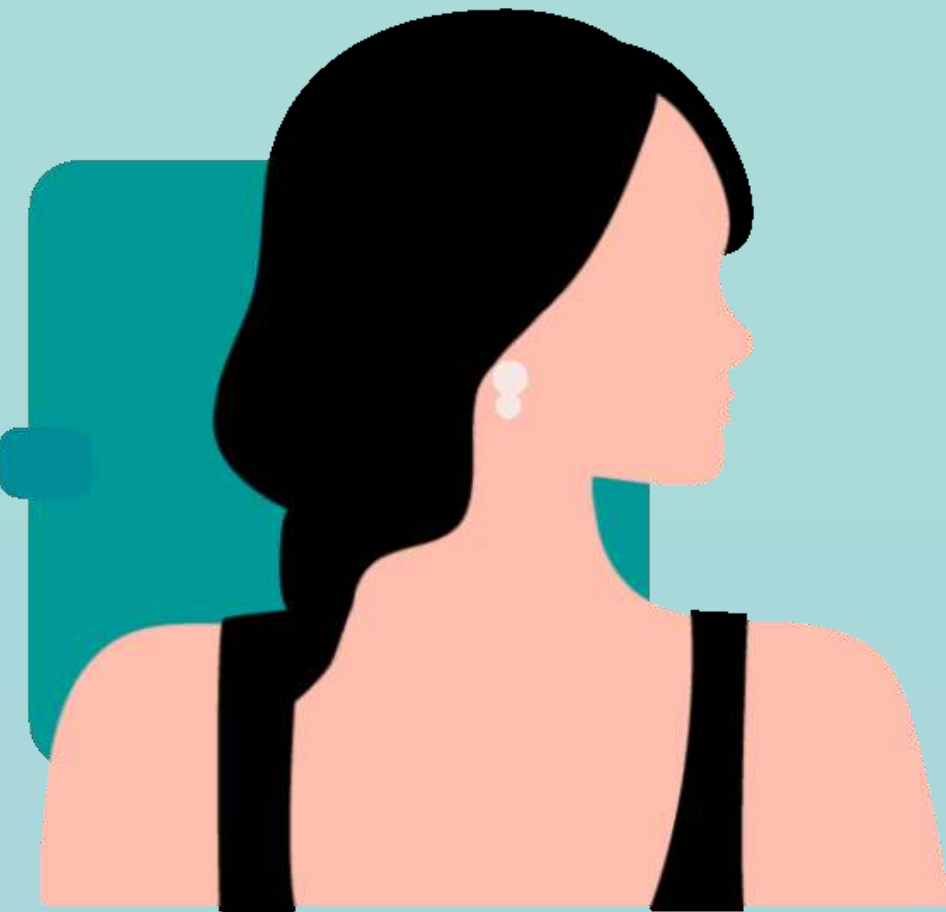




An innovative short video hosting platform with entirely halal content, thanks to the implemented artificial intelligence control system.



Artificial Intelligence at the Service of Morality



Our programmers are developing a neural network system that will automatically identify 'awrah' (exposed parts of the body) in videos and photos.

Thanks to the trained algorithm, every publication on the social network will be processed automatically, and 'awrah' will be covered. Additionally, music will be removed from video content, 'neuro-hijab' for automatic blurring of haram, replacement of music with halal sounds, and automatic hashtags.



Online Safety for Children

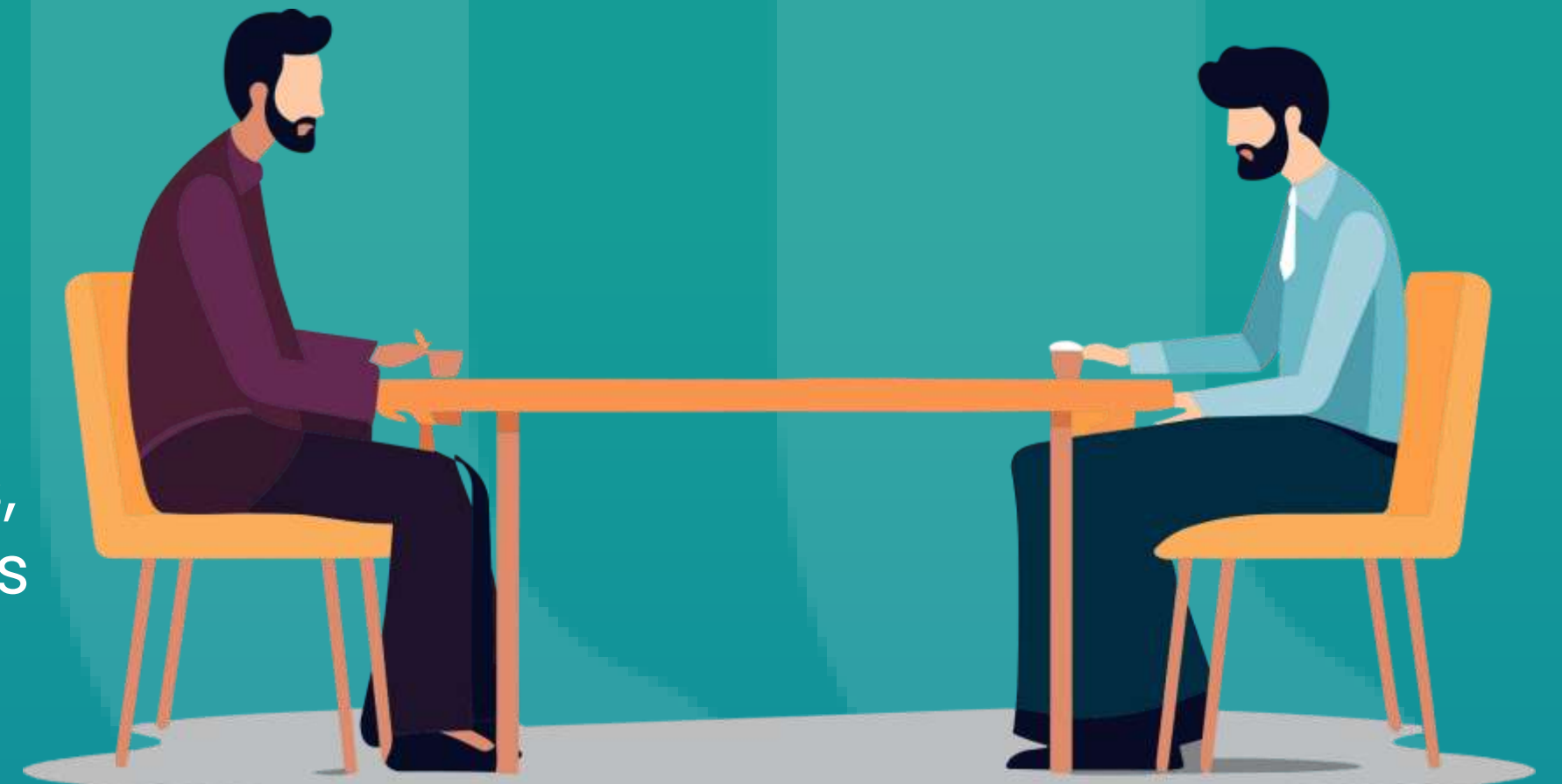
The UMMA Life ecosystem is so pure and safe that even children can use it. Services such as UMMA Education and UMMA Kids are under development for children.



We speak different languages

UMMA Life is translated into 7 languages, and the translation into the world's languages continues.

The project supports languages and preserves the cultures of small nations that practice Islam.





UMMA Education

Educational system on the Umma Life platform. Diverse educational courses, professional development, scientific articles, online education.

There will be both free and paid educational programs available for children and adults.





Place of Women's Freedom

The ability to set special settings and filters on posted publications. Users can regulate the audience for posts depending on content and goals.

- General publications
- Publications for representatives of one's gender and mahrams (close family members of the opposite sex)
- Publications for representatives of one's gender only

UMMA Life's Goals

- Story promotion:
- advertising, marketing
- Post promotion MUVI promotion
- Using tokens on the Marketplace
- Marriage agency: user profile promotion
- Monetizing social network activity
- Purchasing contextual advertising with
- Tokens Buying educational courses on UMMA Education



Audio



Video



Article



Podcasts

UMMA TOKEN



01 Promotion of profiles in UMMA Nikah

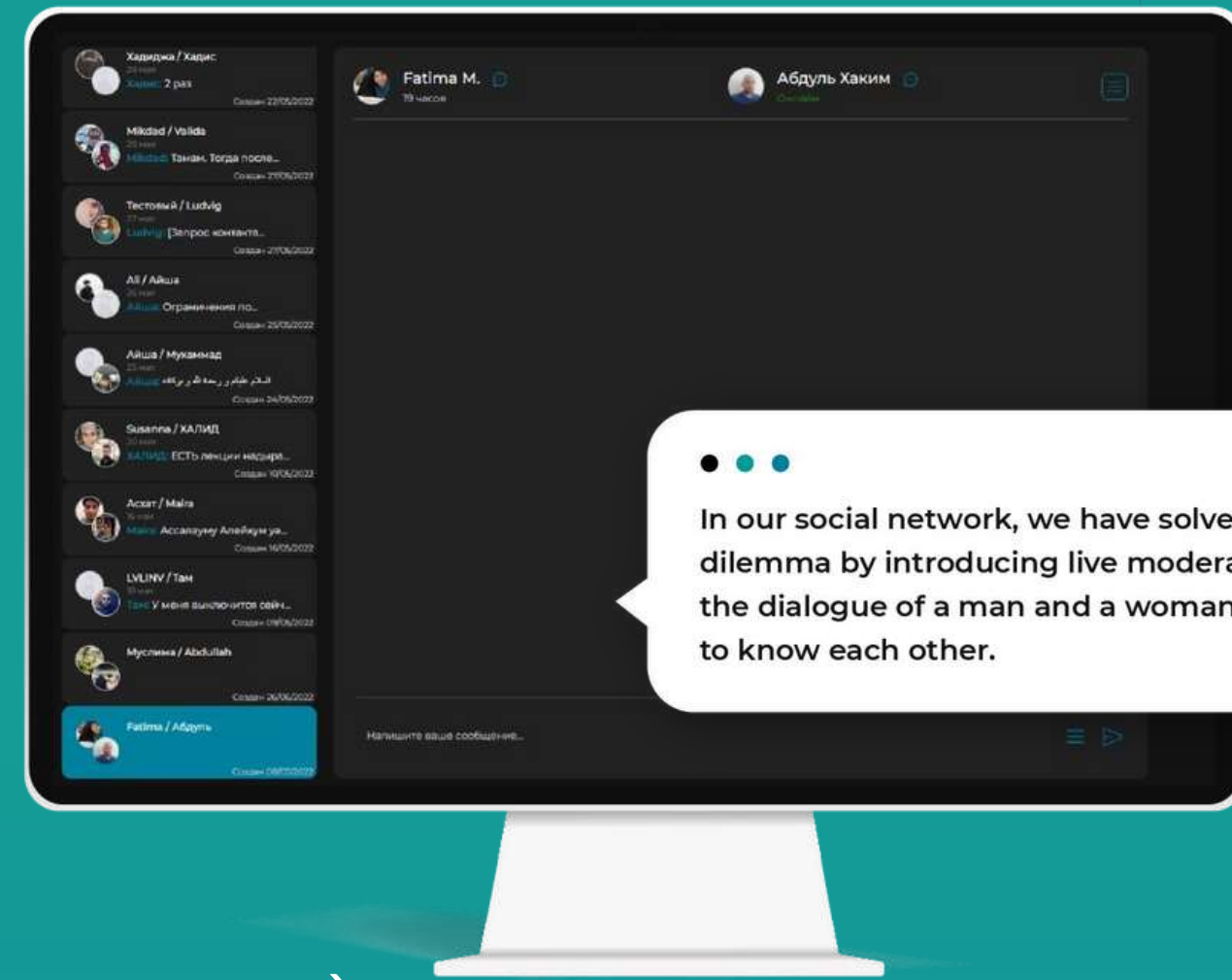
02 Ability to give gifts for tokens

03 Purchase of Premium account

04 Buying advertising (promotion) within the social network: promoting user content for money.

05 UMMA Education: purchasing educational courses

06 UMMA Marketplace: buying goods for tokens



In our social network, we have solved this dilemma by introducing live moderators into the dialogue of a man and a woman getting to know each other.



03



UMMA NIKAH



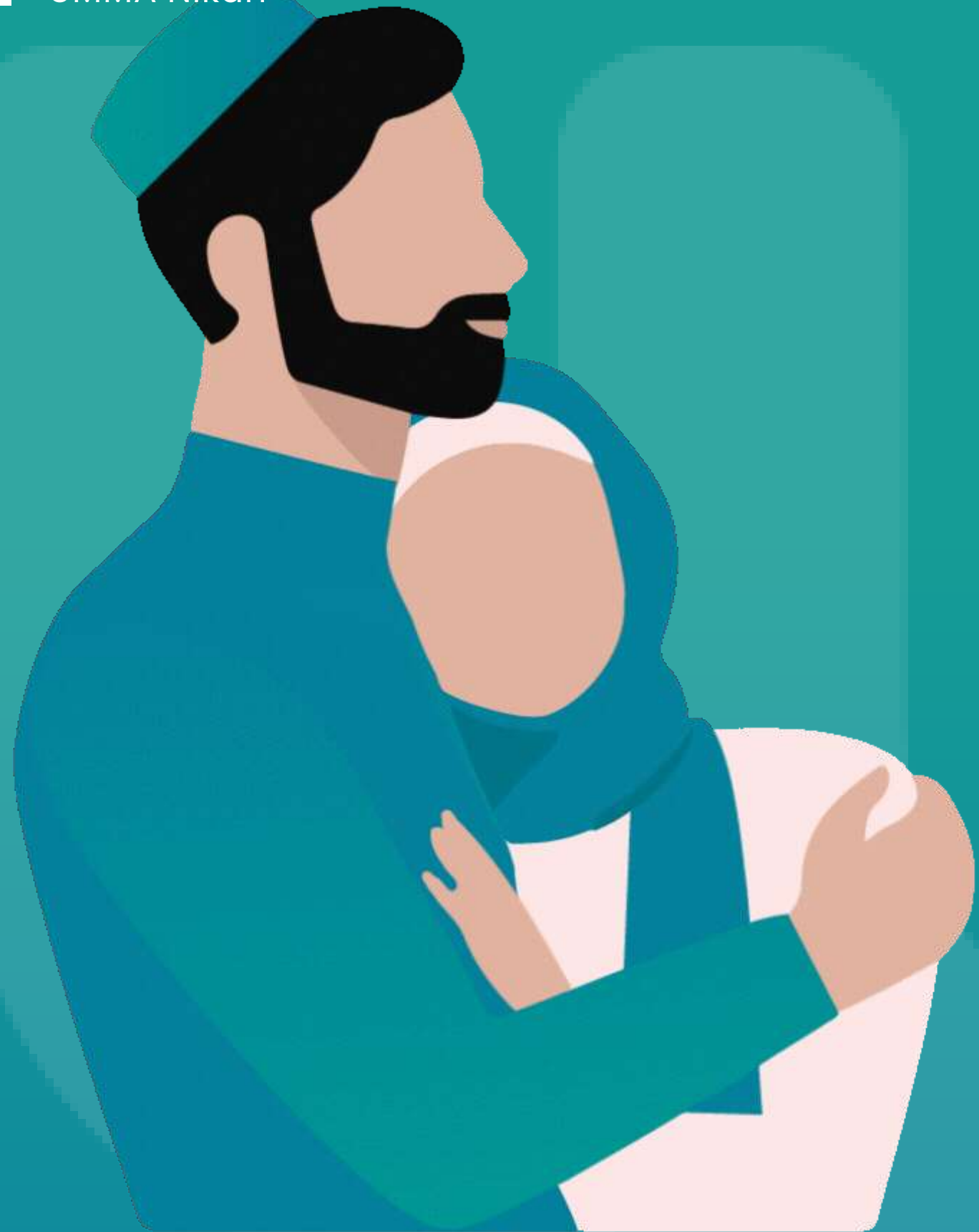
Right now, the marriage agency UMMA NIKAH is a part of the social network UMMA LIFE.



UMMA Nikah Marriage Agency

Umma Nikah is part of the Umma Life social network. According to Sharia law, unrelated men and women cannot be alone together. A third party must be present. In our case, the third party is represented by UMMA guardians. They are invisibly present during the dialogue, verifying the authenticity and truthfulness of photos and profile information.





Creating a Moral Family

We have numerous positive examples of successful marriages where the social network Umma Life has acted as the third party. Our online matrimonial service is in demand and sees new members every day who wish to find their family happiness.

04



UMMA TOKEN



Umma Token an important component of the ecosystem. Its application is directly related to all products.



UMMA Token Distribution System

The amount of token received depends on the daily total of tokens in the reward pool.

Tokens are distributed once a day. Thus, if a user has made 1% of all actions on the site in a day, they will receive 1% of all tokens in the reward pool for that day.





The completely Halal cryptocurrency

UMMA Token is anchored in its value to a real project, meaning that trading this cryptocurrency involves no speculative actions. We have a Sharia compliance certificate.





An online platform where users and companies make purchases/sales of goods and services using UMMA TOKEN.

UMMA Marketplace is a place where honest sellers meet satisfied buyers. Where fair and profitable deals are made, and the products are always Halal. Buyers will be able to find the goods and services they need and choose the best options based on important parameters for them, such as manufacturer, specifications, quality, price, etc.



Significant element of the ecosystem.




Its application is directly connected with all products. The token carries exchange value; investors and users see the potential of the ecosystem idea and purchase tokens, thereby investing in the development of the entire system.



The token and the community will mutually support and develop each other.



Users Activities Umma Life

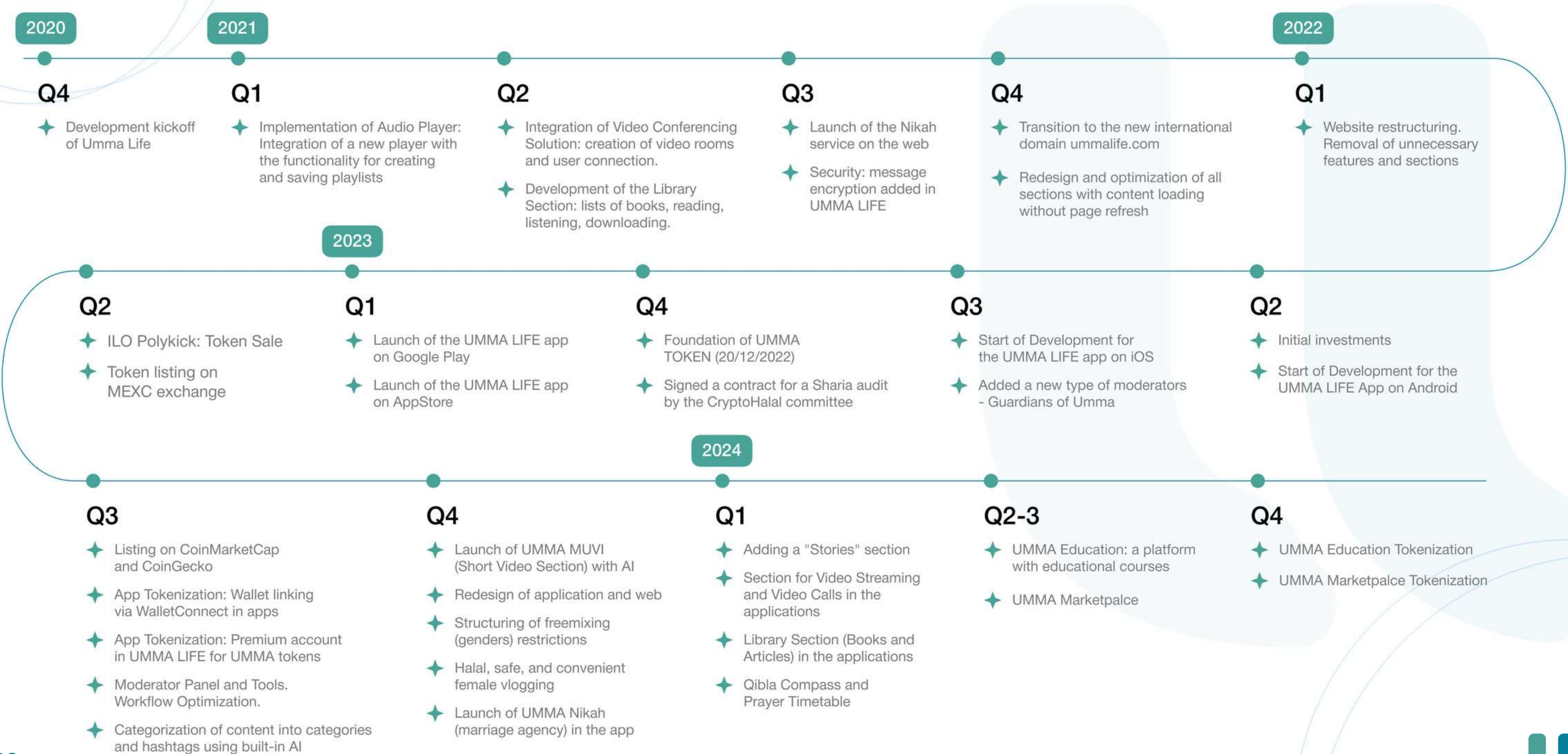


SOCIAL NETWORK		TOTAL
	Instagram	45.000
	Tiktok	17.900
	Telegram	38.195
TOTAL FOLLOWERS		105.718

STORE	DOWNLOAD
	App Store
	Google Play
	15.700
	+50.000



PRODUCT 2024 2020 ROADMAP



UMMA Life's dream

UMMA Life's dream is to unite modern social technologies and Sharia. To create a halal digital space within which Muslims could develop in various directions, and for this, we need the active participation of each of its members.

Become a part of our online space and let's develop the Muslim community together.



UMMA Life's Team



Isa Dagestani

Umma Life and Umma Cripto Ecosystem Founder/Owner

Extensive experience in cybersecurity, application development, and promoting digital projects. Founder of the unique Muslim social platform UMMA Life.



Adam Abdulkarimov

Umma Life COO

Background in International Relations and Innovation Management. Experience in various government sectors, particularly in public-private partnerships. Skilled in team leadership and excels in navigating business operations in complex financial environments.



Tatiana Tiryakioglu

Marketing Director

15 years of experience in corporate communications and international marketing. Portfolio includes promoting in government and international brands projects.



Mustafa Abu Aisha

Public Relations Manager

Specialist in political influence and propaganda in Islamic society. Experience in managing media companies and politically oriented projects. Founder of a Muslim internet radio and news portals.



Contact information



[Umma Life Social Address](#)



www.ummalife.com



[Umma Life App Link](#)



+90 544 509 30 82



info@ummalife.com



**"Thank you for
your attention.
Topics for
discussion."**

